



## Social Media Participation Policy

Social-ize responsibly.

At Big Think Capital we believe in open communication, and you are encouraged to tell the world about your work and share your passion. However, please remember that you are personally responsible for the content you publish on user-generated media. With that in mind, always consider your content carefully – a posting on the Web lives forever. Be respectful and professional. A good rule of thumb is to post only something you would want your manager to see.

To be clear, here's what's expected from all of us at Big Think Capital (BTC):

- We know and follow BTC's code of conduct.
- We use careful judgement and common sense, consistent with our company's values, when posting.
- We are personally responsible for the content we publish online and are mindful that what we publish will be public for a long time.
- We ensure the information we post is relevant, informed and factually correct; and if we make an error, we correct our mistakes, admit we were incorrect and apologize.
- We are polite and respectful. Spirited and passionate discussions are fine, but we are respectful of others, never making ethnic slurs, discriminatory remarks, personal insults, obscenities, or other similar conduct that would not be appropriate or acceptable in BTC's workplace.
- We do not post, access or engage with any material that is inappropriate or illegal. This includes posts, links, photos, GIFs and emojis that are insulting, threatening, discriminatory, bullying, embarrassing, of a sexual nature, obscene, defamatory, profane or fraudulent.
- We exercise care before posting photos to ensure we have appropriate permission and respect the privacy and security of others.
- We do not provide or post confidential or other proprietary information from BTC, a client, partner or supplier on external social sites.
- We do not publicly discuss or speculate on BTC's business performance or other sensitive matters about business results or plans (including internal reports, policies, procedures or other internal business-related confidential communications).
- We do not share Private and Sensitive Private Information (SPI) regarding other BTC employees, clients, partners and suppliers.
- We do not cite or reference clients, partners or suppliers on business-related matters without their approval. When we make a reference, we link back to the source and do not publish content that might allow inferences to be drawn that could damage a client relationship with BTC.
- If publishing content about BTC externally, we identify ourselves by name and, where relevant, role at BTC and we make it clear we are speaking for ourselves and not on behalf of BTC, unless authorized to do so by BTC.

Name:

Signature:

Date: